



Your Needs:

"This outline is a guide to the content of a typical course. In practice, all courses can be customised to meet specific needs and can be run at a time and place to suit you."

Accelerated Learning:

"We run our events using an appropriate mix of group discussions, practical exercises and case studies, supported by short tutor-led sessions."

What You Get:

"As standard, we provide a full set of reference notes, equipment (for IT training) and ongoing support (in case you have any questions afterwards)."

solutions@ttsweb.co.uk

www.ttsweb.co.uk

0117 9022 845

Introduction to Marketing

(1 day)

"Businesses with a clear and properly-planned marketing strategy are at a distinct advantage to those without. They are well placed to sell more to both existing and new customers, and even break into new markets entirely."

Benefits of attending this course...

This course is aimed at getting you and your team thinking about your current marketing strategy. Do you have one? Is it effective? What can you do to improve it? What *connections* are you building with your customers?

Marketing can be a daunting task for anybody in business. Thankfully, there are a raft of short, sharp theories and tactics that can help you paint a picture of who your business should be targeting and how you can reach them as effectively as possible. On this course, you will learn how.

Who is it for?

Those who need to develop, implement, and maintain a successful marketing strategy.

Objectives

By the end of the training, you will be able to...

- ❖ Identify your current and potential markets.
- ❖ Match your marketing strategy to your organisational aims.
- ❖ Identify your ideal mediums for marketing.
- ❖ Secure 'buy-in' from everyone involved in your organisation.

Content

- Concepts of marketing: what is it and how does it work?
- Identifying your current and potential markets – a 'how-to'.
- Identifying your customers' expectations (and the extent to which you currently meet them).
- Setting and promoting your quality standards – what are they?
- ESPs vs. USPs: how emotion has become the key to marketing.
- Handy hints, tips, and techniques:
 - CSR and having a social responsibility or a cause.
 - Reinforcing security rather than risk.
 - Guerrilla marketing tactics.
 - Applying the Trust model.
 - Fun Theory.